



**MARCH 29, 2014**  
**COPPER SKY REGIONAL PARK**  
**MARICOPA, AZ**

## VENDORS

The Salsa Festival is Maricopa's largest event drawing more than 15,000 people to the City for salsa tasting, chili pepper eating, great music and games for all ages!

As a business vendor at the Salsa Festival you will receive a 12' x 12' booth space, putting you face to face with thousands of area consumers. Food vendor spaces are 12' x 24'.

Vendors are encouraged to sell products, display their services and create activities to boost additional interest in their booth.

Event Hours: 2 p.m. - 8 p.m.

Fee: Business Vendor: \$100  
Food Vendor: \$200 - \$275

Electrical is an additional fee.  
Health Department permits are required for all food vendors.

## SALSA CHEFS

Do you make great Salsa? Would you like to win big prizes by competing as a Salsa Chef at this Spring's festival?

We are looking for eager Salsa Chefs to dice, chop and mix their ingredients at the festival on March 29 to compete for a \$1,000 top prize and lots of other great cash prizes.

Categories are: Hot, Mild and Unusual. You can enter 1 or all 3!

Prizes:           Grand Prize - \$1,000  
                      1st Place Each Category - \$500  
                      2nd Place Each Category - \$150  
                      3rd Place Each Category - \$50  
                      People's Choice - \$100  
                      Most Festive Booth - \$100

Fee: \$25 for the first category, \$5 each additional category

Commitment: Since this is a Salsa Festival, attendees come to taste salsa and participate in the People's Choice voting. All Salsa Chefs must make 10 gallons of Salsa to hand out to attendees from 3 p.m - 5 p.m. Sample cups and chips will be provided.

Salsa Chefs will set-up a 12' x 12' booth between 10 a.m. - Noon. Tables, chairs, prep materials and ingredients are supplied by the Salsa Chefs. All salsa must be prepared on site. For judging, 32 oz of salsa will be turned at at 2 p.m. Winners will be announced at 7 p.m.

## SPONSORSHIP OPPORTUNITIES

Sponsors are an invaluable part of the Salsa Festival! The City can't produce the big events without the support of local businesses that see the value in giving back. Sponsorship benefits includes exposure to thousands of attendees, regional advertising promotion, on-site signage, prime booth space, stage recognition and VIP parking. All levels are customizable but are limited, so don't delay!

Title - \$10,000  
Cantinas - \$6,500  
Salsa Stage - \$5,000

Sombrero Sponsor - \$2,500  
Community Stage - \$2,000  
Salsa Tasting - \$2,000

Little Pepper Zone - \$2,000  
Salsa Supporting - \$2,000  
Pepper Zone Inflatable - \$500

**NEW!**

## SIGN UP FOR THE SALSA FESTIVAL ONLINE

This year all Vendors and Salsa Chefs will register for the Salsa Festival and pay online by check or credit card. It only takes a few minutes to complete the registration!

Visit: [www.regonline.com/salsafestival](http://www.regonline.com/salsafestival)

Questions? Contact Audra Trudell, Special Events Manager at 520.316.6865 or [audra.trudell@maricopa-az.gov](mailto:audra.trudell@maricopa-az.gov).